

# Science Through Story<sup>®</sup>: Distilling Complexity

## **CONNECT: *Connect with your science***

1. List 3-5 of your favorite stories:
2. What do these stories have in common?
3. Do these similarities relate to your work in any way?
4. What types of audiences might share some of these interests with you? How can you use these connections to engage those audiences in conversations about your work?

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## **CONNECT: Connect with your audience, Part 1**

1. Who is the main target audience that you are trying to reach?
  
  
  
  
  
  
  
  
  
  
2. What is your primary communication goal for that target audience?
  
  
  
  
  
  
  
  
  
  
3. What are some things your target audience particularly cares about that you can connect to your primary communication goal?
  
  
  
  
  
  
  
  
  
  
4. Can you think of one or more *reference* audiences who represent the most disparate demographics you are trying to reach? What would your reference audience(s) particularly care about?

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## **CONNECT: Connect with your audience, Part 2**

1. What might your target audience find *ordinary* (i.e., relatable) about your topic?
  
2. What might they find *extraordinary* about it?
  
3. What are some *What if* questions that you could use to get your target audience interested in your topic?
  - E.g., What if you could do this thing in a different way? What if this thing didn't exist?

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## **DISTILL: *Distill the main point of your story***

1. What is the main point of your topic that you want to convey to your target audience?
  
  
  
  
  
  
  
  
  
  
  
2. (Optional) How does this differ from the main point that you might want to convey to some other audience you might need to reach (e.g., colleagues in your field)?

## **DISTILL: *Distill your narrative structure***

What we already know (... [*and*] ...):

What we don't yet know (*But*, ...):

What you did or are doing about it (*Therefore*, ...):

Put it together in a 2-3 sentence *And – But – Therefore* (“ABT”) statement to clearly communicate your main point to your target audience.

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### **DISTILL: Build complexity stepwise**

1. Your ABT statement of your main point is now your primary level of complexity to communicate to your target audience!
2. Which content might you consider to be your secondary level of complexity for this audience?
  
3. Which content would be the tertiary level of complexity?
  
  
  
  
  
  
  
  
  
  
4. (Optional) Which content should go in the successive levels of complexity if you have the opportunity to share it?

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*Thank you for participating!*

*Please take a minute to share your feedback in this brief anonymous survey:*

<https://tinyurl.com/STS-survey-3>